

style

AUG 4 1941

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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FASHION CALENDAR

FRANCES HUGHES, *Editor*

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK BEGINNING MONDAY, AUGUST 4, 1941

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday August 4 On.....	"FACTS ABOUT FURS" BY RADIO TRANSCRIPTION	WALTER J. HORVATH	STORES' OWN RADIO PROGRAMS
	Now available to stores on an exclusive basis, 24 radio transcriptions of 5-minute talks on various aspects of furs and fur fashions. Stores can incorporate these 5 minute spots into their own radio programs. Cost of series determined by population of city. For further information, contact: Walter J. Horvath, 101 West 31st Street, LO. 5-2785.		
Monday August 4	BEGINNING OF COLLEGE SHOP OPENINGS. INDIVIDUAL DATES FOLLOW:		
	Aug. 4 BLOOMINGDALE'S	Aug. 11 JOHN WANAMAKER	
	Aug. 4 R. H. MACY	Aug. 11 FRANKLIN SIMON	
	Aug. 4 B. ALTMAN	Aug. 11 RUSSEKS 5TH AVE.	
	Aug. 4 ABRAHAM & STRAUS	Aug. 11 LORD & TAYLOR	
	Aug. 6 JAMES McCREERY	Aug. 12 MARTIN'S	
	Aug. 11 GIMBEL BROS.	Aug. 12 BAMBERGER'S	
	Aug. 11 STERN BROS.	Aug. 14 FREDERICK LOESER	
	Aug. 11 DE PINNA	Aug. 15 ARNOLD CONSTABLE	
	Aug. 11 BONWIT TELLER	Aug. 15 OHRBACH'S	
	Aug. 11 SAKS 34TH ST.	Aug. 15 MILGRIM'S	
	Aug. 18 SAKS 5TH AVE.		

SPECIAL STUNTS

SAKS 5TH AVENUE will stage a musical comedy written and presented by their own College Staff.....

BLOOMINGDALE'S, whose College Shop will have the usual college girl staff, will also feature a parade of mannequins every Thursday and Saturday while the College Shop is open. Merchandise will include Jack Goehring's "Campus Originals", each item tagged with the name of its student-designer.....

LORD & TAYLOR promises something outstanding in the way of College Shop Décor.....

JOHN WANAMAKER will put on a series of weekly 6-o'clock College Shop Fashion Shows, high-spot of the Wednesday night late Opening of the store.....

STERN'S (1st N.Y. store to have a College Shop all the way back in 1927) has a number of cute stunts planned to snare college girls: a Poster Contest in which giant posters will depict popular spots around town that the college girls will identify in return for prizes; a Coca Cola Bar; a main floor gadget shop devoted entirely to Accessories and presided over by college girls; a Cosmetic Party which will give away free samples; a "Draftee Contest" during which any girl who drops in to the shop may drop her name into a giant fish bowl, then just before the shop closes, names will be drawn from the bowl, and those drafted will receive prizes of gift merchandise. Publicity: Miss Handrahan, LO. 5-6000.

Tuesday August 5 9-9:30 A.M.	RADIO FASHION TALK ON FURS Nancy Craig will interview Prunella Wood of King Features, on Furs.	NANCY CRAIG & PRUNELLA WOOD	WJZ "WOMAN OF TO- MORROW" PROGRAM
Tuesday August 5	FIRST SHOWING: RESORT FABRIC COLLECTION Press may contact Mr. Philip Vogelmann, LA. 4-8600, for appointment to see collection.	ONONDAGA SILK COMPANY	1412 BROADWAY
Wednesday August 6 (Note change from Thurs.)	WEEKLY TELEVISION FASHION MATINEE 4th in weekly series of "Radio City Television Matinées". Vyvyan Donner of Fox Movietone News acts as Mistress of Ceremonies, directs the fashion sequence, and delivers the fashion commentary. This week's Matinée will feature new costume jewelry by Castlecliff. Lookers-on and listeners-in will find Television receiving sets at the Newsreel Theatre, Radio City; or Jack Dempsey's, 49th & Broadway. Stores or manufacturers wishing to buy television time on the air should have their advertising representative contact Mr. Thomas Hutchinson of NBC at CI. 7-8300.	STATION WNBT	
Wednesday August 6 3-6 P.M.	PRESS PREVIEW OF NEW CHRISTMAS MERCHANDISE Pro-phy-lac-tic will be "at home" to members of the Fashion and Beauty Press for the purpose of presenting the new Christmas Merchandise. Publicity: Elizabeth Maher, EL. 5-4248.	PRO-PHY-LAC-TIC BRUSH COMPANY	N. Y. OFFICE 330 FIFTH AVENUE
Thursday August 7- August 10	2ND WEEK-END OF BERKSHIRE SYMPHONIC MUSIC FESTIVAL Featured, this week-end, will be music commemorating the 150th anniversary of Mozart's Death, played by the Boston Symphony Orchestra in beautiful Tanglewood. Prices, \$2, \$2.50 and \$3 per concert. All seats reserved. For tickets, phone CI. 5-9154 (N.Y.C.) or Stockbridge 400.	BOSTON SYMPHONY ORCHESTRA	TANGLEWOOD, STOCKBRIDGE, MASS.
Friday August 8 8:45 A.M.	PRESS BREAKFAST PREVIEW: COLLEGE SHOP FASHIONS Altman will introduce "Production Line" clothes for college girls--functional fashions cued from the efficient, workmanlike clothing of the industrial production-line workers of this country. <u>By invitation only and only for members of the Fashion Press.</u> Publicity: Faith Willcox, MU. 9-7000.	B. ALTMAN & COMPANY	CHARLESTON GARDENS 5TH FL. RESTAURANT
Monday August 11- August 21	FALL HAT COLLECTION FROM CALIFORNIA For the second time, Leslie-James sends a Collection of Fall Hats to New York for the convenience of his Eastern clientèle. New York representative James Druce will be on hand from August 10th on. PE. 6-5700.	LESLIE-JAMES OF LOS ANGELES	McALPIN HOTEL ROOM 465
Monday August 11- August 15 9-6 Daily	NATIONAL LUGGAGE & LEATHER GOODS SHOW 110 show rooms exhibiting all that's new in luggage and leather goods, from manicure and picnic kits to trunks. Special features: Museum of "Antique Luggage Down Through The Ages"; also Luggage Fashion Newsreel. Show under Direction of Mr. Levitan, Exec. Sec., AS. 4-3168. Open to trade and press. No invitations necessary. Credentials must be shown on registration at door. Public Relations Counsellor, Claire A. Wolff, LO. 5-5978.	LUGGAGE & LEATHER GOODS MFGS. OF AMERICA, INC.	PENNSYLVANIA HOTEL 3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday August 13 10:00 A.M.	PRESS SHOWING: FALL HAT COLLECTION	HENRI BENDEL	10 WEST 57TH ST.
	By invitation only. Publicity: Miss Frances Anderson, CI. 7-1100.		
Wednesday August 13 6:00 P.M.	COLLEGE FASHION SHOW	JOHN WANAMAKER	B'WAY AT 9TH ST.
	First in weekly series of College Shop Fashion Shows. Open to fashion press and public. Publicity: Miss Gilmour, ST. 9-4700.		
Beginning Friday August 15	FIRST SHOWING OF RESORT FABRICS (Name of contact at each house is given for those wanting to make appointments to see collection.)		
	BOURGET, INC.	1441 Broadway	Mr. Ronker BR. 9-0206
	F. DUCHARNE SILK CO.	244 Madison Ave.	Just Call CA. 5-9824
	EVERFAST FABRICS	40 Worth Street	Mr. George Adams WO. 2-3505
	FOREMAN FABRICS CORP.	1412 Broadway	Mr. Schwartz PE. 6-7024
	NATIONAL FABRICS CORP.	110 West 40th St.	Mr. Jacques Maisch CH. 4-7026
Friday August 15	CLOSING DAY: MUSEUM PHOTOGRAPHY COMPETITION	MUSEUM OF MODERN ART	11 WEST 53RD ST.
	Professional and amateur photographers may both compete in the Modern Museum's "Image of Freedom" Photographic Contest to find 100 photographs which best interpret the "free American spirit". Competitors pay \$1 entry fee to cover handling costs, and may submit from 1 to 5 photographs. Purchase prizes of \$25 each will be paid for the best one hundred prints. For further details, names of judges, etc., contact: Dept. of Photography, Museum of Modern Art, 11 West 53rd Street, CI. 5-8900.		
Monday August 18 (Time later)	PRESS PREVIEW: FALL HATS	LORD & TAYLOR	5TH AVE. AT 39 ST.
	Exact time and place of preview in later issue of FASHION CALENDAR. By invitation. Publicity: Hinda Gould, or Peggy Cox, WI. 7-3300.		
Wednesday August 20	FIRST SHOWING: RESORT FABRIC COLLECTION	AMERITEX	255 CHURCH STREET
	Press may contact Miss Hope Skillman, WA. 5-8322 for appointment to see collection.		
Wednesday August 20 6:00 P.M.	COLLEGE SHOP FASHION SHOW	JOHN WANAMAKER	B'WAY AT 9TH ST. AUDITORIUM
	2nd in series of weekly College Shop fashion shows tieing-in with the Wednesday night late Opening of the store. Open to press and public. Contact: Miss Gilmour, ST. 9-4700.		
Friday August 22	OPENING OF NEW SPECIALTY SHOP	H.E. BROWN & COMPANY	GARDEN CITY, L.I. FRANKLIN STREET
	An innovation in specialty shop procedure -- a store that will carry mostly branded merchandise including Jane Engel Dresses; Kayser Hosiery and Underwear; Yolande Lingerie; Dobbs Hats and Pringle Sweaters (also domestic and imported sportswear and linens). Contact: Herbert Bijur of Jane Engel, RE. 7-1200.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday August 25 (Tentative)	PRESS SHOWING: CUSTOM MILLINERY	MILGRIM'S	6 WEST 57TH ST.
	Introducing the new Milgrim Collection of Custom-Order hats. By invitation. Publicity: Martin Kahn, CI. 7-7200.		
Around August 25	FIRST SHOWING: RESORT FABRIC COLLECTION	TISSUS HAUTE COUTURE, INC.	119 WEST 40TH ST.
	For appointment to see collection, press may contact either Mr. Welles or Mr. Spear. CH. 4-5943.		
Sunday August 31 5:00 P.M. Cocktails	FALL FASHION SHOW	THE TAILORED WOMAN	ATLANTIC BEACH CLUB ATLANTIC BEACH, L.I.
	For the 5th year, the Tailored Woman will present its annual Fall Fashion Show to the members of the Atlantic Beach Club and their guests. The promenade will include Fall day and evening fashions and furs. Press by invitation only. Publicity: Edith Carter, PL. 5-2500.		
Monday Sept. 1 9:00 P.M.	1ST BOTANY TELEVISION PROGRAM GOES ON THE AIR	BOTANY WORSTED MILLS	STATION WNBT
	For weeks we have been encouraging Fashion and Television to get together. Now comes the 1st commercial contract in this field, signed by the Botany Worsted Mills. Botany will go on the air on Monday, Sept. 1st, at 9:00 P.M. with a weather announcement tied in with and followed by a brief visual exposition of some Botany product. First to take the air will be Botany's wrinkleproof ties. Later visualizations will include Botany yarns, robes, fabrics and Botany's new "Lanolin Cosmetics". The program goes on 6 nights a week, arranged by Bert Goldsmith of the Alfred J. Silverstein Agency, MU. 3-6232.		
Monday Sept. 1- Sept. 17	OPENING OF AQUEDUCT FALL RACE MEET	QUEEN'S COUNTY JOCKEY CLUB	AQUEDUCT, L. I.
Tuesday Sept. 2	RETAIL FALL MILLINERY WEEK		THROUGHOUT U.S.A.
	Designated by the MMEA and MSC as Opening Day of the Fall <u>Retail</u> Millinery season. Stores throughout the country will launch promotions ushering in the New Fall Hats in advertising, windows, and departmental displays. For further information, contact: Margery Hartman, MSC, CH. 4-6547.		
Tuesday Sept. 2 On.....	SPECIAL EXHIBIT-18TH & 19TH CENTURY AMERICAN COSTUMES AND ACCESSORIES	N.Y. HISTORICAL SOCIETY	170 CENTRAL PK. W.
	35 or 40 American costumes of the 18th and 19th century will go on exhibition in the newly constructed Costume Gallery. Open every day except Monday. Publicity: Mr. A. J. Wall, Jr., TR. 7-2917.		
Week of Sept. 2	FIRST SHOWING: RESORT FABRIC COLLECTION	S. STROOCK & CO., INC.	404 FIFTH AVENUE
	For appointment to see collection, contact: Miss Oppenheim, WI. 7-1471.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Week of Sept. 2	FIRST SHOWING: RESORT FABRIC COLLECTION	JULIUS N. WERK FABRICS	58 WEST 40TH STREET

Beginning Tues. Sept. 2	"THE BIG SIX" ANNOUNCE THEIR FALL OPENINGS--PRESS PREVIEWS OF THE FALL "ORIGINALS" OF N.Y.'S GOLD COAST SPECIALTY SHOPS		
Tues. Sept. 2 3:00 P.M.	JAY THORPE ORIGINALS Press preview. By invitation only. Publ. Constance Hope, PL. 3-3390.	24 WEST 57TH ST.	
Tues. Sept. 2 8:00 P.M.	BERGDORF GOODMAN FALL COLLECTION Press preview. By invitation only. Publ. Mab Wilson, PL. 3-7300.	754 FIFTH AVENUE	
Wed. Sept. 3 11:00 A.M.	BONWIT TELLER Fira Benenson's Collection from the Salon de Couture. By invitation only. Publicity: Nona James, EL. 5-6800.	711 FIFTH AVENUE	
Wed. Sept. 3 3:00 P.M.	MILGRIM'S Design Studio Originals from the Custom-Order Dept. By invitation only. Publicity: Martin Kahn, CI. 7-7200.	8 WEST 57TH ST.	
Wed. Sept. 3 8:00 P.M.	HATTIE CARNEGIE Fall Originals. By invitation only. Publ. Jo Hughes, WI. 2-2600.	42 EAST 49TH ST.	
Thurs. Sept. 4 3:00 P.M.	SAKS 5TH AVENUE Press preview of "Sophie Originals" from the Salon Moderne. By in- vitation only. Publicity: Dorothy Harness, PL. 3-4000.	611 FIFTH AVENUE	

Thursday Sept. 4 10:00 A.M.	PRESS PREVIEW: FALL COLLECTIONS	HENRI BENDEL	10 WEST 57TH ST.
Press preview, by invitation only. Publ. Frances Anderson, CI. 7-1100.			

Thursday Sept. 4 5:00- 5:30 P.M.	"FASHION DISCOVERIES" ON TELEVISION	NORMAN D. WATERS	STATION WNBT
2nd Fashion Program to tie-in with Television commercially is Norman D. Waters' "Fashion Discoveries" - a grouping of fashions and accessories, promoted cooperatively in the past, in the advertising pages of the fashion magazines. Mr. Waters has signed for 13-weeks of Television and will present his "Fashion Discoveries" in some sprightly manner. Featured merchandise will be television-tagged in the stores in which it is sold. FASHION CALENDAR will list the cooperating manufacturers in a later issue. To join this cooperative program, contact: Norman D. Waters, CA. 5-7430. To make individual arrangements for Television time, contact: Mr. Thomas Hutchinson, NBC, CI. 7-8300.			

Monday Sept. 8 3:00 P.M.	PRESS PREVIEW: NEW FALL COLLECTION	CHEZ NINON	785 FIFTH AVENUE
Fall Collection of Originals designed by Jean Schlumberger. By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.			

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 8 (Tentative)	OPENING DAY: ENLARGED JANE ENGEL SHOP	JANE ENGEL, INC.	MADISON AVE. AT 79TH
	Once more, the Jane Engel shop has outgrown itself and is taking additional space adjoining the present store. With the enlargement goes a consolidation of the merchandising offices with the retail store. Also complete face-listing and redecoration, with special emphasis on the Evening Gown and Bridal Shops. FASHION CALENDAR will announce plans later (if any) for a special Press Preview. Publicity: Herbert Bijur, RE. 7-1200.		
Tuesday Sept. 9 4:30 P.M. "Pink Champagne Party"	PRESS PREVIEW: FUR COLLECTION	RUSSEKS WHOLESALE	384 FIFTH AVENUE
	Preview of furs for winter 1942, designed by the talented Ralph Marano of Russeks Wholesale. A "pink champagne" party follows. By invitation. Publicity: Beatrice Castle, WI. 7-1900.		
Wednesday Sept. 10- Sept. 20 11 A.M.- 11 P.M.	NEW YORK COUNTY FAIR	AMER. INSTITUTE OF THE CITY OF NEW YORK	MADISON SQ. GARDEN 825 EIGHTH AVENUE
	Revival of the hundred year-old custom of holding a N.Y. County Fair. (The last one was held in the old Madison Square Garden in 1897.) Like the Fair of that year, this one will have contests and exhibits of all the domestic arts - needlepoint, crochet, embroidery, knitting, patchwork, cooking, baking, canning, etc. - with 400 prizes in all! Closing date for all entries, August 22nd. Open to public. Admission, 50¢ (no tax). Children up to 16, 25¢ each. For schedule of special events or tie-ins, contact: Mr. Bolton, JA. 6-5370.		
Week of Sept. 15	NATIONAL RETAIL DEMONSTRATION WEEK	N.R.D.G.A.	THROUGHOUT U.S.A.
	This year's slogan: "Retailers for Defense". Honorary Chairman: Mr. Donald M. Nelson, Dir. of Purchases, O.P.M. Washington, D.C. National Chairman: Major Benj. H. Namm, Pres., Namm Store, B'klyn. For detailed program of week's activities, contact: Mr. Edward Hoyt, N.R.D.G.A., CH. 4-7311.		
Monday Sept. 15 Thru Tues. Sept. 16	AMERICAN LEATHERS & SPRING SHOE STYLE CONF.	TANNER'S COUNCIL & NAT. SHOE RETAILERS ASSOC.	WALDORF ASTORIA HOTEL
	Members of the Tanner's Council will exhibit new leather colors while the National Shoe Retailers' Association conducts a forecast style meeting on men's, women's and children's shoe fashions for spring. For further information, invitations, etc., contact: for Tanner's council, Mr. J. L. Nelson, BE. 3-0495. For N.S.R.A., Mr. Lee Langston, AS. 4-9515.		
Wednesday Sept. 17 6:00 P.M. (Tentative)	FALL OPENING: READY- TO-WEAR COLLECTIONS	JOHN WANAMAKER	B'WAY AT 9TH ST.
	Open to press and public. Further details and confirmation of date in later issue of FASHION CALENDAR. Publicity: Miss Gilmour, ST. 9-4700.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 18- Oct. 5	BELMONT FALL RACE MEET	WESTCHESTER RACING ASSOCIATION	BELMONT PARK, ELMONT, L.I.
	For fashion luncheon Exhibitors, see later issue of FASHION CALENDAR. If <u>you</u> want to tie-in in any way, contact: Joan Becker, MO. 4-7700.		
Sunday Oct. 5- Oct. 11	DANBURY FAIR		DANBURY, CONNECTICUT
	Details in later issue of FASHION CALENDAR.		
Monday Oct. 6 Thru Oct. 8	FOREIGN TRADE CONVENTION	NATIONAL FOREIGN TRADE COUNCIL	HOTEL PENNSYLVANIA
	28th annual national foreign trade convention, featuring round table meet- ings of industrial groups to discuss issues that confront the United States as a leading trading nation cut off from many of its European markets. Climax of Program: World Trade Dinner on October 7th, to be addressed by prominent member of Government Administration with special knowledge of international affairs. Registration fee, \$10, payable to Lindsay Crawford, Sec'y, Nat'l Foreign Trade Council, 26 Beaver St., N.Y.C. Ladies accompanying delegates may register without charge at Convention Headquarters.		
Monday Oct. 6- Oct. 16	OPENING DATE: JAMAICA FALL RACE MEET	METROPOLITAN JOCKEY CLUB	JAMAICA LONG ISLAND
Tuesday Oct. 7 1:00 P.M. Luncheon	RITZ LUNCHEON FASHION SHOW: NEW FALL HATS	WALTER FLORELL	RITZ CARLTON HOTEL OVAL ROOM
	First of the famous Tuesday Salon d'Elegance Fashion Luncheons at the Ritz will get off to a brilliant start with a showing of Fall hats by Walter Florell. Mr. Florell will deliver his own fashion commentary. Show goes on at 1:30 P.M. Fashion Press by invitation only. Publicity: Mr. Frederick, PL. 5-0890. Ritz Publicity: Bette Benfield, PL. 3-4600. Luncheon à la carte. Open to public. Reservations from: Charles, PL. 3-4600.		
Wednesday Oct. 8- Oct. 26	THE RODEO COMES TO TOWN		MADISON SQUARE GARDEN
	Details in later issue of FASHION CALENDAR.		

OPENING DATES, OUT-OF-TOWN FALL MARKETS

Aug. 4 Atlanta Fall Markets	Aug. 4 Twin City Mkt. Week (St. Paul; Minneap.)
Aug. 4 San Francisco Fall Lines	Aug. 4 St. Louis Amer. Ret. Assoc. Markets
Aug. 4 Kansas City Fall Lines	Aug. 11 Boston Merchandise Mart
Aug. 4 Peak Week of Chicago Fall Market	Aug. 11 Denver Fall Market Week

DATEWHAT'S GOING ONGIVEN BYWHEREHOME FURNISHINGS CALENDAR

Monday August 4- August 8 Inclusive, 9 AM-9 PM	NAT'L DOMESTICS AND LINEN SHOW 16th semi-annual show under direction of Mrs. G. R. Wigfall. 40 exhibitors of everything sold in Domestic and Linen Depts. of stores. Open to Trade and Press. Publicity: Mrs. Wigfall, GR. 7-8318.	NATIONAL EXHIBITORS	HOTEL NEW YORKER
Tuesday August 5-8 Inclusive	INITIAL SHOWING DUNDEE FALL TOWELS Joseph B. Platt, designer, has been retained to design and style the new Dundee towels. Initial showing of collection (in complete range of handsome decorator colors), beginning August 5th. Publicity: Stell Ayleshire, MU. 6-7077.	WOODWARD, BALDWIN & CO.	43 WORTH STREET
Tuesday August 26- August 29 Inclusive	NATIONAL HEALTH FOODS CONVENTION 55 exhibitors. Open all day to trade and press. Publicity: Mr. Maurice Shefferman, GR. 7-1410. Banquet details in later issue.	NATIONAL HEALTH FOODS ASSOCIATION	HOTEL McALPIN
Friday Sept. 5- Saturday Sept. 6	"BLOOMINGDAHLIA" FLOWER SHOW 2nd annual Dahlia Show staged by Bloomingdale's for "novice gardeners", under auspices of the American Dahlia Society. Judging takes place at 2:30 each day, with special awards to Manhattan gardeners who can grow blooms on fire-escapes or in window boxes. Another feature of show: Flower Arrangement Competition with handsome prizes of flower bowls, vases, etc. Registration cards on application to Bloomingdale's Greenhouse. Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S	LEXINGTON AT 59TH
Tuesday Sept. 23 Evening Preview	PRESS PREVIEW: EXHIBIT OF "ORGANIC DESIGNS" IN FURNITURE & FURNISHINGS Large exhibit of prize-winning designs and their actual reproductions from recent design Competition staged jointly by the Museum of Modern Art and Bloomingdale's, and participated in by the 21 American Republics. These new "Organic Designs" (the name given to this modern "Museum Piece" furniture, furnishings and lighting) will be introduced into common use by Bloomingdale's and 12 stores throughout the country sponsoring their production and sale. Exhibit opens to public Wednesday, Sept. 24th. Exact time of Tuesday's Press Preview, which will be preceded by a Bloomingdale dinner party for the outstanding people connected with this project, in later issue of FASHION CALENDAR. For further information, names of prize-winners, sponsoring stores, etc., contact: Miss Sarah Newmayer, Museum Publicity: CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD ST.

DATES AHEADRED LETTER WEEKS

Sept. 1	LABOR DAY	Sept. 21-27	NATIONAL DOG WEEK
Sept. 22	1ST DAY, JEWISH NEW YEAR*	Sept. 27	COLLEGE FOOTBALL SEASON OPENS
Sept. 28	END OF DAYLIGHT SAVING**	Oct. 1	MOVING DAY
Oct. 1	JEWISH DAY OF ATONEMENT*	Oct. 4-11	NATIONAL FURNITURE WEEK
Oct. 13	COLUMBUS DAY	Nov. 1-7	NATIONAL ART WEEK

*Market closed for all practical purposes.

**Bill pending for extension of Daylight Saving Time.

MUSIC.. THEATRE.. MOVIES.. NIGHT SPOTS

NOTE: New York Theatre and Night Spot Openings are on the wane for the summer months. We will resume their listing when there is news to announce.

- Monday
August 4
8:30 P.M. BACH CONCERTI AT STADIUM CONCERT
Soloists: Harold Bauer and 3 pianists to be announced. Also George Barrere, flutist. Tickets, 50¢ & \$1. Tables for 8, \$12.
Lewisohn Stadium
138th & Amsterdam
- Thursday
August 7 "HERE COMES MR. JORDAN" (Cinema) Radio City Music Hall, 1260 Sixth Ave.
Starring the dashing Robert Montgomery with Evelyn Keyes and Rita Johnson.
Clothes by Edith Head. Columbia Publicity: Hortense Schorr, BR. 9-7900.
- Thursday
August 7 JOSEF HOFMANN, PIANO SOLOIST AT STADIUM CONCERT
Lewisohn Stadium
138th & Amsterdam
- Saturday
August 9 LARRY ADLER, HARMONICA SOLOIST AT STADIUM CONCERT
Lewisohn Stadium
138th & Amsterdam
The talented young maestro of the Harmonica who has played with some of the outstanding orchestras in the world, makes his N.Y. Philharmonic debut.
- Monday
August 11- AUTUMN MEETING: NIGHT TROTTERING RACES, Roosevelt Raceway, Westbury, L.I.
Saturday
Sept. 13 8 races nightly beginning at 8:40 P.M. Pari-Mutuel betting. Admission, \$1 and \$2. Publicity: Ted Saucier, EL. 5-3000. (Sunday nights excepted.)
- Tuesday
August 12 WORLD PREMIERE OF "DR. JEKYLL AND MR. HYDE" (Cinema) Astor Theatre
B'way at 45th St.
A new interpretation of the Robert Louis Stevenson classic, with Spencer Tracy, Ingrid Bergman, Lana Turner and Donald Crisp. Clothes by Adrian. Continuous showings at popular prices. MGM Publicity: Art Schmidt, BY. 9-7800.
- Wednesday
August 20 "KISS THE BOYS GOODBYE" (Cinema) Paramount, B'way at 44th St.
Clare Booth's satiric comedy with music, starring Mary Martin, Don Ameche, Virginia Dale and Oscar Levant. Clothes by Edith Head. Paramount Publicity: Aileen St. John Brenon, CH. 4-7040.
- Wednesday
August 27 HARVEST MOON BALL Daily News Welfare Association Madison Square Garden
8:30 P.M. Annual dancing competition staged by the Daily News Welfare Association.
On..... Proceeds to send underprivileged children to camp. 85 couples in finals. Added attractions: big name bands and stars of stage, screen and radio. Winners get prizes and contract for vaudeville appearance at Loew's State. Admission, 40¢ to \$2.20, from News Information Bureau (220 E. 42nd), and Madison Square Garden. Publicity: Mr. Murtha, MU. 2-1234.
- Friday
August 29 "DIVE BOMBER" (Cinema) Strand, B'way at 47th St.
Errol Flynn, Fred MacMurray and Alexis Smith in a thriller. Clothes by Milo Anderson. Warner Bros. Publicity: Eve Segal, CI. 6-1000.
- Wednesday
Sept. 10 "ALOMA OF THE SOUTH SEAS" (Cinema) Paramount, B'way at 44th St.
Dorothy Lamour in Technicolor--and a Sarong, of course! With Jon Hall. Other clothes by Edith Head will introduce "poncho" blouses patterned after the shirts of the Mexican piasanos. Peruvian colors too. Paramount Publicity: Aileen St. John Brenon, CH. 4-7040.